

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method of purchasing goods or services, comprising:

creating credit in a wireless service account server in response to an entity having actively interacted with a given web site of a seller of goods or services that has secured wireless airtime units from said a wireless service provider;

crediting into a database accessible by said wireless service account server a given amount of said wireless airtime units to said a wireless service account based on said entity having actively interacted with said given web site browsing a web site of said seller of goods or services; and

directing deducting payment for goods or services from said wireless service provider account with said credited wireless airtime units credited to said wireless service account.

2. (currently amended) The method of purchasing goods or services according to claim 1, wherein:

said directing deducted payment is for payment of goods.

3. (canceled)

4. (canceled)

5. (currently amended) The method of purchasing goods or services according to claim 1, wherein:

said directing deducted payment is for payment of a service.

6. (currently amended) The method of purchasing goods or services according to claim 1, wherein:

    said ~~directing deducted~~ payment transfers wireless airtime units from a buyer's account to a seller's account.

7. (currently amended) The method of purchasing goods or services according to claim 6, wherein:

    said wireless airtime units ~~are can be~~ used in a metered wireless communications system.

8. (currently amended) The method of purchasing goods or services according to claim 6, wherein:

    said wireless airtime units ~~are can be~~ used in a post-paid wireless communications system.

9. (currently amended) A method of providing e-commerce incentives, comprising:

    creating credit in a wireless service account server in response to a user having actively interacted with a given web site of a seller of goods or services, said seller of goods or services ~~securing~~ having secured wireless airtime units from a wireless service provider; and

    transmitting from said wireless service account server an offer for said wireless airtime units credited to a wireless service account maintained by said wireless service account server for said user in response to said user having browsed actively interacted with said a given web site of said seller of goods or services.

10. (currently amended) The method of providing e-commerce incentives according to claim 9, wherein said ~~action on said actively interacted with said given web site~~ comprises:

selection of an electronic advertisement presented to said user on a wireless device.

11. (currently amended) The method of providing e-commerce incentives according to claim 9, wherein said ~~action on said actively interacted with said given web site~~ comprises:

returning to said web site.

12. (currently amended) The method of providing e-commerce incentives according to claim 9, wherein said ~~action on said actively interacted with said given web site~~ comprises:

obtaining electronic services by a wireless device.

13. (currently amended) The method of providing e-commerce incentives according to claim 9, further comprising:

monitoring said web site to determine when [[if]] said user performs said action on said actively interacts with said given web site.

14. (currently amended) The method of providing e-commerce incentives according to claim 13, further comprising:

creating said wireless service account for said user in response to said user ~~performing said action on said first actively interacting with said given web site.~~

15. (currently amended) The method of providing e-commerce incentives according to claim 14, further comprising:

crediting into a database accessible by said wireless service account server ~~said wireless service account with said wireless airtime units into said wireless service account for said user.~~

16. (currently amended) The method of providing e-commerce incentives according to claim 14, further comprising:

crediting ~~said wireless service account when~~ into a database accessible by said wireless service account server when said user purchases wireless airtime units.

17. (currently amended) The method of providing e-commerce incentives according to claim 15, further comprising:

reducing a count of wireless airtime units in said wireless service account for said user when said user uses a wireless communications device paid for using based on said wireless service account for said user.

18. (currently amended) A method of conducting e-commerce, comprising:

creating credit in a wireless service account server in response to a user having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider;

transmitting from said wireless service account server an offer for said wireless airtime units credited to said wireless service account based on said user having ~~browsed actively interacted with said given web site said given web site of said seller of goods or services~~; and

crediting ~~into a database accessible by from said wireless service provider~~ said wireless service account server associated with said user with a given ~~number amount~~ of said wireless airtime units ~~to a wireless service account~~ based on said user having ~~actively interacted with said given web site browsed said given web site of said seller of goods or services~~.

19. (currently amended) The method of conducting e-commerce according to claim 18, further comprising:

creating [[a]] ~~said~~ wireless service account for said user in response to said user ~~having actively interacted with said given web site accessing said electronic information.~~

20. (currently amended) The method of conducting e-commerce according to claim 18, wherein:

~~said wireless service account is a metered wireless service account.~~

21. (currently amended) A method of paying for an offering, comprising:

creating credit in a wireless service account server in response to an entity having actively interacted with a given web site of a seller of goods or services, said seller of goods or services securing wireless airtime units from a wireless service provider;

crediting into a database accessible by said wireless service account server a given amount of ~~from said wireless service provider~~ said wireless airtime units to said a ~~said~~ wireless service account server based on said entity having actively interacted with said given web site ~~browsing said given web site of a said seller of goods or services~~;

maintaining in said database wireless service account server a count of said wireless airtime units in said wireless service account associated with an entity; and

~~reducing deducting payment for goods or services from said maintained count of wireless airtime units in said wireless service account with said credited wireless airtime units server when said entity exchanges said wireless airtime units for a given good or service.~~

22. (currently amended) The method of paying for an offering according to claim 21, wherein further comprising:

~~selling a product through a web site wherein said product goods or services can be are purchased in exchange for a predefined number of said wireless airtime units in a wireless service account associated with a purchaser of said product.~~

23. (currently amended) The method of paying for an offering according to claim 21, further comprising:

accepting a predefined number of said wireless airtime units in exchange for said entity having actively interacted with said given web site offering.

24. (currently amended) The method of paying for an offering according to claim 21, wherein:

    said wireless airtime units are earned credited for by performing an action a purchase on [[a]] said given web site.

25. (currently amended) The method of paying for an offering according to claim 21, wherein:

    said wireless airtime units are earned credited for by visiting [[a]] said given web site.

26. (original) The method of paying for an offering according to claim 21, wherein:

    said wireless airtime units represent metered wireless services.

27. (currently amended) The method of paying for an offering according to claim 21, further comprising:

    crediting at least one two wireless airtime unit to said wireless service account in response to said entity having actively interacted with said given web site behavior by said entity.

28. (currently amended) The method of paying for an offering according to claim 21, further comprising:

    crediting one or more wireless airtime units to said wireless service account in response to said entity having actively interacted with said given web site visiting a web site.

29-41. (canceled)